

AGENDA



Recommendation for Council Action

AUSTIN CITY COUNCIL

Regular Meeting: August 23, 2018

Item Number: **036**

Purchasing Office

Authorize negotiation and execution of a contract with Enviromedia Inc. (WBE), for marketing and medical consulting services, in an amount not to exceed \$75,000. (Note: This procurement was reviewed for subcontracting opportunities in accordance with City Code Chapter 2-9C Minority Owned and Women Owned Business Enterprise Procurement Program. For the services required for this procurement, there were no subcontracting opportunities; therefore, no subcontracting goals were established).

Lead Department	Purchasing Office.
Fiscal Note	Funding is available in the Fiscal Year 2017-2018 Operating Budget of Management Services.
Purchasing Language	Professional Service.
For More Information	Inquiries should be directed to the City Manager’s Agenda Office, at 512-974-2991 or AgendaOffice@austintexas.gov <mailto:AgendaOffice@austintexas.gov> or to the buyer, Erin D’Vincent, at 512-974-3070 or Erin.DVincent@austintexas.gov <mailto:Erin.DVincent@austintexas.gov>.
Client Department(s)	Emergency Medical Services.

Additional Backup Information:

The contract will provide market research and consulting services with the medical community and a marketing campaign focused on services that could be performed through the Emergency Medical Services (EMS) Community Health Paramedic (CHP) program for hospitals, payer groups, and other funding agencies. The ultimate goal is to avert costly emergency room and return hospital visits among chronically ill patients.

EMS has developed a CHP program as part of its Mobile Integrated Healthcare initiative. Services may be provided in the client's home or in a homeless environment. EMS is interested in learning about customer needs related to several service capabilities including readmission reduction, discharge support for complex patients or patients lacking a caregiver network, and providing in-person patient contacts and follow-up for patients enrolled in telemedicine or other remote care services. EMS's CHP program currently provides healthcare navigation services, homeless outreach, care for clients in transitional housing, opioid response and intervention, frequent user management, and mental healthcare referrals. The goal of the CHP program is to promote a healthy living environment for all clients. The contractor will identify key decision makers in each stakeholder group and will work to identify methods to improve collection of fees, develop revenue streams, and provide a marketing strategy to implement a portfolio of potential services with stakeholders.